

14. ELEVATOR PITCH: HOW WILL THE BUSINESS CREATE EMPLOYMENT AND PROFIT, WHILE DELIVERING PRODUCTS AND/OR SERVICES TO ITS CUSTOMERS?

<i>The EXPENSE-side of your business</i>		1. VALUE PROPOSITION	<i>The INCOME-side of your business</i>	
7. KEY PARTNERS	8. KEY ACTIVITIES		4. CUSTOMER RELATIONSHIPS	2. CUSTOMER SEGMENTS
	6. KEY RESOURCES		3. CHANNELS	
9. COST STRUCTURE			5. REVENUE STREAMS	
<i>The COMPETITIVE POSITION of your business</i>				
10. COMPETITIVE LANDSCAPE			11. SUSTAINABILITY LONG-TERM	
<i>The EMPLOYMENT and INVESTMENT aspects of your business</i>				
12. EMPLOYMENT: HOW WILL THE BUSINESS CREATE SUSTAINABLE JOBS?			13. INVESTMENT: HOW WILL THE INVESTMENT BE USED TO START THIS BUSINESS?	
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